



August 29, 2007

Volume 6 Number 31 Issue 165

In This Issue

From the Editor

Successful Web Design

Recommendations

My Web Site Links

[The Great Ideazine](#)
Sign up to ensure
that you get future
issues of this ezine

[Ideazine Archives](#)
Past Issues of
The Great Ideazine

[The IdeaMerchant](#)
Great Ideas to Make
Your Business
More Profitable

[EzeUpload](#)
Manage Your Web Site
Using Just Your Web
Browser

PLR superSale

Investing in You

Ribbon Ad Generator

From the Editor



I've decided to change the format of my newsletter. I've received many comments, suggestions, compliments and criticisms of my newsletter and the way it is presented. In response to all of this feedback, I've created a new pdf format newsletter so that you can have more flexibility reading it. I hope you like the change! Don't forget, feedback is always welcome.

I've spent most of the last two weeks developing this new format and trying to keep up my web sites while suffering from a very sore back. I was carrying a big old CRT style monitor into my daughter's new home, when I slipped. I managed to keep from falling, or dropping the monitor, but I pulled the muscles in my back and right leg. The doctor gave me some pills that will help to heal it, but they sure don't help the pain and discomfort. *8>(

The last I looked, there were only a few discounts left for my adaptation of the full featured \$7 Script. If you don't have it yet, grab it [HERE](#) today before the price goes up.

Successful Website Design

Why You Should Use Graphic Templates

When it comes to graphics, most Internet marketers shy away from using graphic templates whether it's eBook covers, website layouts or promotional banners because they firmly believe that by using graphic templates, they are tarnishing their own business. They want to own a unique identity and hence will usually hire a professional graphic designer to do the job. Well, you're in for a big surprise!

When you purchase a graphic template, you should be able to customize it to an extent or even build a totally new design based on it! What's the point of using the template then, you say? I always find that it serves as a source of inspiration and ideas for a totally new design. Helps me to prevent website designer's block *8>)

Products We Recommend

Words to Traffic

On top of that, you are actually saving a lot of precious time that can be spent on more important matters like developing new products or market your products. When you buy a pre-made template, you only need to edit a thing or two to give it an identity of your own, and that gives you more time and flexibility to work on other, more important stuff.

Hiring a designer to do the job is probably as fast or faster than using a template. That may be true but don't forget, hiring a professional designer to do a custom design for you will cost you a lot of money. Even if you need a totally unique identity that you are using to establish yourself firmly in a niche market, you don't need to get a designer to design it for you.

Not all graphic templates are suitable, so you have to be careful when choosing one. Consider quality over the price, and you're on your way to creating a positive image for your business while saving time and money for more productive chores!

I have included some pointers to help you bend and fold that template so that it you can make it into a distinctive, professional website.

Good Design Practices

It is important to practise good design principles to make sure your site reaches out to the maximum number of visitors and sells to as many people as possible.

Make sure you have clear directions on the navigation of your website. The navigation menu should be uncluttered and concise so that visitors know how to navigate around your website without confusion.

Reduce the number of images on your website - include only the ones that contribute to clarity. Images make your site load more slowly. If you think any image is essential on your site, make sure you optimize it using image editing programs so that it has a minimum file size.

Keep your text paragraphs at a reasonable length. If a paragraph is too long, you should split it into separate paragraphs so that the text blocks will not be too big. This is important because a block of text that is too large will deter visitors from reading your content.

Make sure your website complies with web standards at www.w3.org and make sure they are cross-browser compatible. If your website looks great in Internet Explorer but breaks horribly in Firefox and Opera, you will lose out on a lot of prospective visitors.

Contact Us

[The Editor](#)

Use scripting languages to handle or manipulate data, not to create visual effects on your website. Heavy scripts will slow down the loading time of your site and even crash some browsers. Also, scripts are not supported across all browsers, so some visitors might miss important information because of that.

Use CSS to style your page content because it saves a lot of work by styling all elements on your website in one go.

6 Important Rules in Website Design

When it comes to your website, extra attention should be paid to every little detail to make sure it performs optimally to serve its purpose. Here are six important rules of thumb to observe to make sure your website performs well.

1) Do not use splash pages

Splash pages are the first pages you see when you arrive at a website. They normally have a very beautiful image with words like "welcome" or "click here to enter". In fact, they are just that -- pretty vases with no real purpose. Do not let your visitors have a reason to click on the "back" button! Give them the value of your site up front without the splash page.

2) Do not use excessive banner advertisements

Even the least net savvy people have trained themselves to ignore banner advertisements so you will be wasting valuable website real estate. Instead, provide more valuable content and weave relevant affiliate links into your content. Let your visitors feel that they want to buy instead of being pushed to buy.

3) Have a simple and clear navigation

You have to provide a simple and very straightforward navigation menu so that even a young child will know how to use it. Stay away from complicated Flash based menus or multi-tiered drop down menus. If your visitors don't know how to navigate, they will leave your site.

4) Have a clear indication of where the user is

When visitors are deeply engrossed in browsing your site, you will want to make sure they know which part of the site they are in at that moment. That way, they will be able to browse relevant information or navigate to any section of the site easily. Don't confuse your visitors because confusion means "abandon ship"!

5) Avoid using uncontrolled audio on your site

If your visitor is going to stay a long time at your site, reading your content, you will want to make sure they're not annoyed by some audio looping on and on. If you want to add audio, make sure the visitor has some control over it -- volume and muting controls should work fine.

6) Be clear on what you want

If you want your visitors to sign up for your list, answer a poll, or buy something, be sure that your page leads them to that conclusion. Make sure that the sign up form, poll or buy button are extremely visible. Tell your visitors what you want them to do i.e. click here, fill in this form, answer these questions, etc.

Use these tips, and you will have an attractive website that visitors can navigate through easily, and be led to buy from you.

Recommendations for this Week

I've been looking around at all the good stuff that has come out over the last couple of weeks. A lot of it is good, but not valuable to the average Internet Marketer. I've purchased several good packages that I hope to right a review on for next week, but for the moment, I'll just say that if you haven't got the following products, then you had better jump now before the prices go up. Although I have been a nice guy and reset the counter to allow lots more readers to get these products at the sale price, I will not be doing it again as it is not fair to my affiliates.

[The \\$7 Script](#)

[15 Day Resell Rights Success](#)

[How to Write a Killer Sales Letter](#)